

IN THE CLAIMS

1. (Currently Amended) A method for providing a reward for ~~presenting a receiving~~ customized content having a video component and customized advertising having a video component to at least one viewer over a data network, comprising:

transmitting the customized content and the customized advertising over the data network to a ~~content~~ reception device in accordance with a customized schedule based on information about the at least one viewer;

presenting, on the ~~content~~ reception device, the customized content and the customized advertising for a presentation period;

~~transmitting to a reward engine, over said data network, reception verification data verifying that said content reception device presented the content for the presentation period; and~~

~~the reward engine providing, based on the reception verification data, a reward if said the~~ presenting of the customized content and/or the customized advertising satisfies a predetermined condition associated with the reward.

2-8. (Cancelled)

9. (Currently Amended) The method of Claim 1, wherein the transmitting of the customized content and the customized advertising comprises:

requesting, by the ~~content~~ reception device over the data network, the customized content and the customized advertising from a ~~content providing~~ server;

retrieving, by the ~~content providing~~ server, the customized content and the customized advertising requested; and

transmitting the customized content and the customized advertising to the ~~content~~ reception device through the data network.

10. (Currently Amended) The method of Claim 9, wherein the transmitting of the

customized content and the customized advertising further comprises:

transmitting, by the ~~content~~ reception device, information regarding characteristics of the at least one viewer to the ~~content~~ providing server ~~requesting the content from the content providing server~~; and

storing, by the ~~content~~ providing server, the information regarding characteristics of the at least one viewer.

11. (Currently Amended) The method of Claim 9, wherein the ~~content reception device~~ includes a ~~content display device or a content playback device~~; and

~~the content~~ reception device requests the customized content and customized advertising based on demographic information of the at least one viewer ~~one or more users associated with the content reception device~~.

12. (Currently Amended) The method of Claim 1, wherein the ~~content~~ reception device includes an intelligent television or a digital device.

13-16. (Canceled)

17. (Currently Amended) The method of Claim 1, wherein the presenting of the customized content and the customized advertising comprises:

presenting the customized content and the customized advertising for a presentation period sufficient to receive at least a portion of the customized content and the customized advertising.

18. (Currently Amended) The method of Claim 1, wherein the predetermined condition associated with the reward is defined to require that ~~the a~~ presentation period exceed a predetermined ~~presentation period~~ threshold.

19-21. (Canceled)

22. (Previously Presented) The method of Claim 1, wherein the reward includes:

a monetary award or a right for a reward recipient to enter into a sweepstakes.

23-43. (Cancelled)

44. (Currently Amended) A system for providing a reward for ~~presenting~~ receiving customized content having a video component and customized advertising having a video component to a viewer over a data network, comprising:

a ~~content~~ reception device capable of receiving the customized content and the customized advertising customized in accordance with a customized schedule based on information about the at least one viewer;

a ~~content~~ providing server in communication with the ~~content~~ reception device and capable of sending the customized content and the customized advertising to the ~~content~~ reception device; and

a reward engine in communication with the ~~content~~ reception device and the ~~content~~ providing server providing a reward based on the information about the at least one viewer if the presenting of the personalized content and/or the personalized advertising satisfies a predetermined condition associated with the reward wherein

~~the content provided by the content providing server is transmitted to the content reception device over the data network;~~

~~the content reception device presents the content for a presentation period and transmits reception verification data to the reward engine, verifying that the content is received and presented for the presentation period; and~~

~~the reward engine provides a reward if the presentation of the content on the content reception device satisfies a predetermined condition associated with the reward.~~

45. (Currently Amended) The system of Claim 44, wherein the ~~content~~ reception device requests the customized content and the customized advertising, ~~prior to receiving the content~~;

based on a viewing/listening habit of ~~a user~~ the at least one viewer associated with the content reception device.

46. (Currently Amended) The system of Claim ~~44~~ 45, wherein the content reception device requests the customized content and the customized advertising based on demographic information of the at least one viewer ~~user~~.

47. (Currently Amended) The system of Claim 44, wherein the content reception device comprises a ~~content~~ playback device or a ~~content~~ display device, which includes a an intelligent television or a digital device.

48-70. (Cancelled)

71. (Currently Amended) The method of Claim 1, ~~44, 59, 61, 63, or 67~~, wherein the customized content and/or the customized advertising is transmitted to the content reception device in response to information received requesting the customized content and/or the customized advertising.

72. (Cancelled)

73. (Currently Amended) The method of Claim 1, ~~44, 59, 61, 62, 63, or 67~~, wherein the reward is provided by a ~~content~~ provider that transmits the customized content and/or the customized advertising.

74. (Currently Amended) The method of Claim 1, ~~44, 59, 61, 63, 67, 68, or 69~~, wherein the reward is provided to the at least one viewer ~~one or more users~~ associated with the content reception device that presents the customized content and/or the customized advertising.

75. (Cancelled)

76. (Currently Amended) The ~~method~~ system of Claim ~~44, 59, 61, 63, 67, 68, or 69~~, wherein the predetermined condition associated with the reward is defined to require that ~~the a~~ presentation period exceed a predetermined ~~presentation period~~ threshold.

77. (Cancelled)

78. (Currently Amended) The method of Claim 1, ~~44, 59, 61, 63, 67, 68, or 69~~, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the ~~content~~ reception device.

79. (Cancelled)

80. (New) The method of Claim 1, wherein the reception device requests the customized content and the customized advertising based on a viewing/listening habit of the at least one viewer associated with the reception device.

81. (New) The system of Claim 44, wherein the reward includes:

a monetary award or a right for a reward recipient to enter into a sweepstakes.

82. (New) The system of Claim 44, wherein the customized content and/or the customized advertising is transmitted to the reception device in response to information received requesting the customized content and/or the customized advertising.

83. (New) The system of Claim 44, wherein the reward is provided by a provider that transmits the customized content and/or the customized advertising.

84. (New) The system of Claim 44, wherein the reward is provided to the at least one viewer associated with the reception device that presents the customized content and/or the customized advertising.

85. (New) The system of Claim 44, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

86. (New) A method for providing a reward for receiving content over a data network, comprising:

transmitting the content over the data network to a reception device;

presenting, on the reception device, the content for a presentation period; and
providing a non-rebate cash reward if the presenting of the content satisfies a
predetermined condition associated with the reward.

87. (New) The method of Claim 86, wherein the reception device requests the content,
based on a viewing/listening habit of at least one user associated with the reception device.

88. (New) The method of Claim 86, wherein the reception device requests the content
based on demographic information of the at least one user.

89. (New) The method of Claim 86, wherein the reception device comprises a playback
device or a display device, which includes an intelligent television or a digital device.

90. (New) The method of Claim 86, wherein the predetermined condition associated
with the reward is defined to require that a presentation period exceed a predetermined threshold.

91. (New) The method of Claim 86, wherein the reward also includes a right for a
reward recipient to enter into a sweepstakes.

92. (New) The method of Claim 86, wherein the content is transmitted to the reception
device in response to information received requesting the content.

93. (New) The method of Claim 86, wherein the reward is provided by a provider that
transmits the content.

94. (New) The method of Claim 86, wherein the reward is provided to the at least one
user associated with the reception device that presents the content.

95. (New) The method of Claim 86, wherein the predetermined condition associated
with the reward is defined based on demographic information of a recipient associated with the
reception device.

96. (New) The method of Claim 86, wherein the reward is a customized reward tied to
characteristics of the at least one user.

97. (New) The method of Claim 86, wherein the content is motion picture content and/or advertising.

98. (New) The method of Claim 86, wherein the content is customized motion picture content and/or customized advertising.

99. (New) A system for providing a reward for receiving content over a data network, comprising:

a transmitter for transmitting the content over the data network to a reception device;
a reception device for presenting the content for a presentation period; and
a reward engine for providing a non-rebate cash reward if the presenting of the content satisfies a predetermined condition associated with the reward.

100. (New) The system of Claim 99, wherein the reception device requests the content, based on a viewing/listening habit of at least one user associated with the reception device.

101. (New) The system of Claim 99, wherein the reception device requests the content based on demographic information of the at least one user.

102. (New) The system of Claim 99, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

103. (New) The system of Claim 99, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

104. (New) The system of Claim 99, wherein the reward also includes a right for a reward recipient to enter into a sweepstakes.

105. (New) The system of Claim 99, wherein the content is transmitted to the reception device in response to information received requesting the content.

106. (New) The system of Claim 99, wherein the reward is provided by a provider that transmits the content.

107. (New) The system of Claim 99, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

108. (New) The system of Claim 99, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

109. (New) The system of Claim 99, wherein the reward is a customized reward tied to characteristics of the at least one user.

110. (New) The system of Claim 99, wherein the content is motion picture content and/or advertising.

111. (New) The system of Claim 99, wherein the content is customized motion picture content and/or customized advertising.

112. (New) A method for providing a reward for receiving content over a data network, comprising:

transmitting the content over the data network to a reception device;

presenting, on the reception device, the content for a presentation period; and

providing a reward if the presenting of the content satisfies a predetermined condition associated with the reward, wherein the reward is a product or service displayed in the content.

113. (New) The method of Claim 112, wherein the reception device requests the content based on a viewing/listening habit of at least one user associated with the reception device.

114. (New) The method of Claim 112, wherein the reception device requests the content based on demographic information of the at least one user.

115. (New) The method of Claim 112, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

116. (New) The method of Claim 112, wherein the predetermined condition associated

with the reward is defined to require that a presentation period exceed a predetermined threshold.

117. (New) The method of Claim 112, wherein the reward includes:

a monetary award or a right for a reward recipient to enter into a sweepstakes.

118. (New) The method of Claim 112, wherein the content is transmitted to the reception device in response to information received requesting the content.

119. (New) The method of Claim 112, wherein the reward is provided by a provider that transmits the content.

120. (New) The method of Claim 112, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

121. (New) The method of Claim 112, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

122. (New) The method of Claim 112, wherein the reward is a customized reward tied to characteristics of the at least one user.

123. (New) The method of Claim 112, wherein the content is motion picture content and/or advertising.

124. (New) The method of Claim 112, wherein the content is customized motion picture content and/or customized advertising.

125. (New) A system for providing a reward for receiving content over a data network, comprising:

a transmitter for transmitting the content over the data network to a reception device;

a reception device for presenting the content for a presentation period; and

a reward engine for providing a reward if the presenting of the content satisfies a predetermined condition associated with the reward, wherein the reward is a product or service

displayed in the content.

126. (New) The system of Claim 125, wherein the reception device requests the content prior to receiving the content, based on a viewing/listening habit of at least one user associated with the reception device.

127. (New) The system of Claim 125, wherein the reception device requests the content based on demographic information of the at least one user.

128. (New) The system of Claim 125, wherein the reception device comprises a playback device or a display device, which includes an intelligent television or a digital device.

129. (New) The system of Claim 125, wherein the predetermined condition associated with the reward is defined to require that a presentation period exceed a predetermined threshold.

130. (New) The system of Claim 125, wherein the reward includes:

a monetary award or a right for a reward recipient to enter into a sweepstakes.

131. (New) The system of Claim 125, wherein the content is transmitted to the reception device in response to information received requesting the content.

132. (New) The system of Claim 125, wherein the reward is provided by a provider that transmits the content.

133. (New) The system of Claim 125, wherein the reward is provided to the at least one user associated with the reception device that presents the content.

134. (New) The system of Claim 125, wherein the predetermined condition associated with the reward is defined based on demographic information of a recipient associated with the reception device.

135. (New) The system of Claim 125, wherein the reward is a customized reward tied to characteristics of the at least one user.

136. (New) The system of Claim 125, wherein the content is motion picture content

and/or advertising.

137. (New) The system of Claim 125, wherein the content is customized motion picture content and/or customized advertising.